



NC Capital Area Metropolitan Planning Organization

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Staff Report

Agenda Date: 11/19/2025
To: Executive Board

Agenda Item: 7.2

Mobility Management Program Update: Communications Plan
Sarah Keach, MPO Staff

Three key recommendations of the 2018 Updated Raleigh Urbanized Area Coordinated Public Transit Human Services Transportation Plan (CPT-HSTP) includes creating a Mobility Coordination Committee (MCC) as an organizational infrastructure to lead coordinated regional planning efforts, developing a mobility management program for the region and hiring a mobility manager to guide the mobility program. The coordinated plan, which is required to be updated every five years, sets the priorities for transportation investment projects and initiatives for human services and public transit coordination and supports elderly, disabled and low-income individuals in the region.

In the last year, the Mobility Manager has developed a Mobility Management Program Communications Plan that is tailored to three separate audiences: Leadership and Local Officials, Transit and Human Service Agencies, and the General Public. A Mobility Management Webpage on the CAMPO website has been created and will be continuously updated as needed. Flyers, posters, social media posts, webinars and trainings, and other communication channels will be utilized to push Mobility Management information to each audience.

The MMP webpage is a work in progress and can be found on the CAMPO website at <https://www.campo-nc.us/programs-studies/mobility-management>.

Requested Action: Receive as information